MEXICAN COOKERY FOR AMERICAN HOMES

GEBHARDT
SAN ANTONIO

PRICE
15¢

Gebhardt's Eagle Chili Powder

For That Real Mexican Tang

Mexican dishes have long been noted for a peculiar piquancy; an illusive flavor, as pleasing as it was hard to produce. Few but the native born ever learned the art of properly preparing and blending the various spices that make *that real Mexican tang.*

Even when the knowledge was acquired the difficulty of securing and preparing the spices made real Mexican cookery almost an impossibility outside of the Republic.

It was only when *Gebhardt* succeeded in preparing and blending these spices into piquant perfection of *Eagle Chili Powder* that Mexican dishes really became practical so far as American homes were concerned.

Since introduction of this fine condiment combination, the growing popularity of Mexican Cookery in American homes has been truly remarkable. The Mexican chili flavor---original of all American condiments---has taken its rightful place

In the manufacture of *Gebhardt's Eagle Chili Powder*, only genuine Mexican chili ancho peppers, grown especially for us and under our direction are used---in fact, it is the only preparation in which Mexican chilis are used exclusively. Perfectly blended with the chili are the purest and most select of the spices used in every Mexican household, and it is largely due to the use of this chili and spices that the Mexican people owe their wonderful digestion and consequent longevity.

Do not confuse *Gebhardt's Eagle Chili Powder* with a host of compounds offered for the same purpose. The substitutes are generally composed of onions, hot peppers, adulterations and coloring matter and entirely devoid of the vegetable oils which give genuine chili pepper its flavor.

When other peppers are substituted for Mexican chili the preparation is deficient in oil and is so dry that it may be shaken like salt from a shaker. The oil from the genuine Mexican chili causes the powder to pack light in the bottle.

The users of *Gebhardt's Eagle Chili Powder* will find it not only a delightful seasoning for all kinds of meats, fish, soups, salads and salad dressings, but healthful in every way.

Gebhardt's Eagle Chili Powder is accepted by the United States Government as the standard for chili powders, being adopted by the commissary departments of both the army and navy, and is the one preparation of this character that has ever received such an endorsement.

Copyright 1923, *Gebhardt Chili Powder Company*

to the American Housekeeper

A change of *menu* is one of the constantly recurring and vexing problems of the day. "What shall I have for dinner" is the "problem of the hour" nearly every day.

In presenting to American housekeepers "Mexican Cookery for American Homes" we have endeavored to give information that will be truly valuable in assisting in the solution of culinary problems.

Mexican dishes have long been noted for a peculiar piquancy; an illusive flavor, as pleasing as it was hard to reproduce. Few but the native-born ever learned the art of properly preparing and blending the various spices needed to give *That Real Mexican Flavor.*

Even when the knowledge was acquired, the difficulty of securing and preparing the necessary ingredients made the famous dishes of Mexico an impossibility in the average home, and it was not until the *Gebhardt Chili Powder Company* succeeded in preparing these spices and blending them into the perfection found only in *Gebhardt's Eagle Chili Powder* that Mexican dishes really became practical.

Since then the growing popularity in the United States of Mexican cookery has been remarkable, and to-day *Chili con Carne*, *Tamales*, *Huevos con Chili*, and dozens of other dishes are as common in many American homes as our traditional beefsteak.

Many of the recipes given are arranged from those used by some of the most famous chefs of Old Mexico. You can surprise and please your friends and family with dishes that have graced the tables of Mexican potentates and presidents---culinary achievements that have made Mexican cooks as famous as those of France.

Other recipes given are frankly the adaptation of Mexican flavor to famous and accepted American dishes. They are intended to give a new charm through new flavor to dishes that will please the kings and queens of your household--your family.

"SUERTE DE BANDERILLAS"

A Good Dinner Copied From Mexico

+ Spanish Fried Chicken

Beans
(Gebhardt's Eagle Brand)

Egg Plant

*Tortillas Butter

Chocolate Pudding

Coffee Pecans

+ *Spanish Fried Chicken*

A jointed spring fryer
4 tablespoons cooking fat
1 chopped onion
1 chopped green sweet pepper
1 cup tomatoes, chopped
1 to 2 tablespoons *Gebhardt's Eagle Chili Powder*
1-2 cup dry rice

Heat the fat in deep skillet. Add the onion and the chicken salted and rolled in flour. Brown only. Now add other ingredients and enough water to cook the rice. Cook all slowly from 30 to 40 minutes. Watch that only enough water is used to cook rice as it must be quite dry when served. Serve rice and chicken together.

¶ Meals of this sort have long been noted for their piquancy and it was not until *Gebhardt's Eagle Chili Powder* with its perfect blending of spices, came on the market that it was possible to have them in every home.

* Tortilla Recipe on Page 23

Gebhardt's

A RURAL KITCHEN

A Complete Luncheon or Dinner
(A Square Meal)

+ Bowl Chili con Carne

Crisp Crackers or Bread Dill Pickles

Drink *(tastes differ as to choice)*

Coffee Malt Drink Acid Drink

Ice Water

+ *Home-Made Chili con Carne*

2 pounds round or neck meat
1-4 cup chopped suet
2 tablespoons flour
2 tablespoons *Gebhardt's Eagle Chili Powder*
1 small garlic button (minced)
2 quarts cold water

Cut the meat in small chunks. Sprinkle with the salt and flour. Heat suet in kettle; brown meat and minced garlic in suet, stirring as it heats. Add other ingredients and simmer until meat is very tender---from 2 to 3 hours. Before serving, add to this, cooked Mexican Bayo Beans in quantity liked. The whole is a very good imitation of *Mexican Chili con Carne.*

Real Mexican Chili con Carne

¶ However, *Real* Chili con Carne---that with the delightful Mexican tang is found only in *Gebhardt's Eagle Brand.* Until you have tasted this genuine, ready-prepared *Chili con Carne* you have no idea of the deliciousness of this dish. Just heat it in the unopened can, then serve.

Gebhardt's

Try This Appetizing Breakfast

Figs with Cream

\+ Scrambled Eggs Con Chili

Hot Biscuits

Butter Honey

Coffee

+ *Scrambled Eggs Con Chili*

(Serve 3 and 4)

6 Eggs
6 teaspoons cold water
1-4 teaspoon salt
1-4 teaspoon *Gebhardt's Eagle Chili Powder*
2 tablespoons butter or bacon frying
Chopped parsley

Break eggs in deep vessel, add water and beat slightly. Add *Gebhardt's Eagle Chili Powder*, salt and minced parsley if liked. Heat fat in skillet, pour in the eggs, and as they cook, lift and stir slightly with a broad knife. Cook as hard as liked, then scrape on to hot platter.

¶ No more tempting egg dish can be made than scrambled eggs, delicately flavored with *Gebhardt's Eagle Chili Powder*. The rich oil of the real chili pods, so perfectly blended with the selected spices, adds richness to eggs served any style.

Gebhardt's

BASKET WEAVING

A Luncheon All Will Enjoy

† Stuffed Green Peppers
Mexican Style

Creamed Asparagus

Candied Sweet Potatoes

Fruit Salad

Cake Nuts

Coffee

† *Stuffed Green Peppers*

Mexican Style

1 cup ground boiled ham
1 can *Gebhardt's Eagle Rice with Chili*
1 egg, beaten together
1-2 teaspoon salt

Cut the small ends from the pepper pods. Remove the seeds and white parts. Fill with the above ingredients, well mixed, and bake until peppers are very tender---about 30 minutes.

¶ The delightful flavor of *Gebhardt's Eagle Chili Powder*, makes this filling unlike any you have ever used before. This same stuffing may be used for ripe tomatoes. It is delicious in either.

Gebhardts

Nothing Better Than This Combination

Cream of Corn Soup

Celery Olives Salted Nuts

\+ Baked Fish with Tomato Sauce

Rice with Chili
(Gebhardt's Eagle Brand, ready prepared)

Buttered Onions Spinach

Corn Bread Sticks Butter

Fruit Pie

Coffee

+ *Baked Fish with Tomato Sauce*

Whole fish---3 or 4 pounds
Dry bread
1-4 cup butter
1 pint tomato juice
1 teaspoon salt (to the pound of fish)
2 teaspoons *Gebhardt's Eagle Chili Powder*

Wash and wipe the whole dressed fish carefully. Fill with moist bread. (Just to hold the shape) Rub the butter mixed with the *Gebhardt's Eagle Chili Powder* and salt over the fish. Pour over the tomato juice and bake covered for 30 minutes. Uncover and place under the broiler flame to crisp and brown.

¶ Fish is never more delicious than when cooked by Mexican chefs. Any home may enjoy these famous fish dishes by using *Gebhardt's Eagle Chili Powder* as a seasoning. Purest of spices are perfectly blended with selected chili peppers.

Gebhardt's

A Special Luncheon

+ Escalloped Oysters
Gebhardt Style

Spaghetti with Chili
(Gebhardt's Eagle Brand, ready prepared)

Celery Olives

Cranberry Jelly

Bread Coffee

Escalloped Oysters---Gebhardt

1 quart oysters
2 cups cracker crumbs
4 tablespoons butter
1 teaspoon salt
Milk
Gebhardt's Eagle Chili Powder.

Grease the sides and bottom of a baking dish well. Put in a layer of the crumbs, then oysters on top. Alternate these until as many are used as wanted---finishing with a topping of the crumbs. Over each layer of oysters dot some of the butter, a little salt and then dust over a small amount of *Gebhardt's Eagle Chili Powder.* Pour over milk until it can be seen around the edges. Bake in moderate oven from 30 to 40 minutes, depending on the depth of the dish.

¶ Escalloped oysters is an old dish, but when seasoned with *Gebhardt's Eagle Chili Powder*, it becomes "something new" and will delight those who have grown to consider escalloped oysters as very ordinary.

Gebhardt's

RANCHEROS SERENADING

A Favorite Luncheon

Fruit Cocktail

\+ Shrimp in Sauce

Beans
(Gebhardt's Eagle Brand, ready prepared)

Potato Salad Peanut Butter

Muffins Butter

Custard with Whipped Cream

Coffee

\+ *Shrimp in Sauce*

1 pint peeled shrimp (or canned)
4 tablespoons butter
1 teaspoon minced onion
4 tablespoons flour
1 teaspoon *Gebhardt's Eagle Chili Powder*
2 cups milk
2 tablespoons minced parsley
1-4 cup tomato catsup

Heat butter and minced onion. Add shrimp and brown. Stir in flour, *Gebhardt's Eagle Chili Powder* and the milk. Cook from 5 to 10 minutes. Add catsup and parsley and steam several minutes before serving.

¶ Mexican people, it is said, owe their wonderful digestion and their longevity largely to the constant use of pure chili and spices such as are combined in *Gebhardt's Eagle Chili Powder*---it stimulates digestive juices.

Gebhardt's

Gebhardt's Sandwich Spread Pâtés

With its rare flavor of wholesome meats and tang of blended Mexican and American spices, *Gebhardt's* Deviled Sandwich Spread Pâtés provides a host of new and appealing delicacies for the year-round menu.

The making of delicious sandwiches, tempting deviled eggs and salads of infinite variety is but the beginning of its possibilities to brighten every day meals and add zest to lagging appetites that crave the pungent tang of this totally different food.

Deviled Sandwich Spread Pâtés is a distinctive *Gebhardt* product and entirely different from anything you have ever tasted.

We have prepared for distribution a beautiful and unusual recipe book "DEVILED DAINTIES," which gives many unusual and tempting ways in which to serve this delicious product. They are distributed through grocers.

If yours cannot supply you, send 30c for two full size cans of Deviled Sandwich Spread Pâtés and a copy will be mailed you free.

POTTERY CARRIER

A Fine Mid-Winter Meal

Cream of Pea Soup

Celery

+ Mexican Rabbit Stew

Spaghetti

(Gebhardt's Eagle Brand, ready prepared)

Baked Parsnips Rice Muffins

Apple Dumplings

Salted Nuts

Coffee

+*Mexican Rabbit Stew*

1 rabbit (cuts 6 pieces)
2 quarts cold water
1 cup mild vinegar
1 whole onion (sewed up in new gauze)
1 teaspoon salt
1 tablespoon *Gebhardt's Eagle Chili Powder*

Put all together in a kettle and gently simmer until rabbit is tender. Remove the onion bag, and add thickening to make gravy. A most delicious way to serve rabbit.

¶ By the addition of *Gebhardt's Eagle Chili Powder*, it is possible to have some of the delicious dishes that graced the table of President Diaz---which made Mexican Cookery so famous.

Gebhardt's

A Delightful Meal of the Great Southwest

+ Brown Fricassee of Chicken

Rice
(Gebhardt's Eagle Brand)

Carrots and Peas

Cabbage and Nut Salad

Fruit Pie

Coffee

Brown Fricassee of Chicken

Jointed chicken (fat hen)
4 tablespoons fat
Garlic clove
Flour
1 to 2 tablespoons *Gebhardt's Eagle Chili Powder*
4 cups cold water

Salt chicken, using 1 teaspoon to the pound. Rub each piece with the minced end of garlic clove, then roll in flour. Brown in the hot fat in deep skillet. Remove chicken as soon as brown (make no attempt to cook done). Add 4 tablespoons of flour and the chili powder to fat in skillet, and when smooth, pour in water and boil several minutes. Return the chicken and simmer slowly until chicken is well done. The gravy will cook down and the whole will be the right consistency to serve together.

¶ The popularity of Mexican Cookery with its delightful tang is growing so rapidly in the United States that it is becoming quite common in every home. This special dish is more than good. Try it.

Gebhardt's

PLOWING

An Informal Dinner
(A Delightful Combination)

+ Chili Meat Loaf

Creamed Potatoes

Head Lettuce Salad

Corn Bread Butter

Fruit Dumpling

Drink

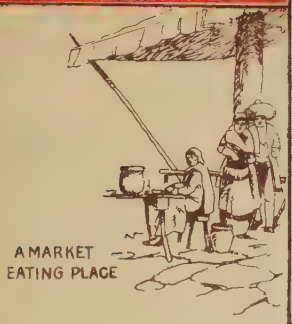
+ *Chili Meat Loaf*

2 pounds beef (ground)
1 pound pork (ground)
1-2 pound smoked ham (ground)
1 cup cracker crumbs
2 eggs
1 teaspoon salt
2 tablespoons minced onion
1-2 garlic button minced
1 tablespoon *Gebhardt's Eagle Chili Powder*
6 drops Tobasco Sauce
2 teaspoons salt
1-2 cup milk

Put all these ingredients in a large bowl and mix thoroughly. Mold in loaf form about three inches deep, keeping the form even. Put in greased baker, add 1-2 cup boiling water, and cook in quick oven from 40 to 50 minutes. If the baker is covered, it will not need basting; if open, baste with boiling hot water twice during the cooking.

¶ This is an excellent loaf served hot or cold. Cold and sliced it makes wonderful sandwich filling. *Gebhardt's Eagle Chili Powder* gives a delightful seasoning to any meat loaf.

Gebhardt's



A MARKET EATING PLACE

A Wholesome Family Meal

\+ Meat Ball---Mexican Style

Spinach or Peas

Fruit Sauce or Salad

Hot Bread Butter

Drink

Meat Balls---Mexican Style

2 cups cold ground meat (any kind)
1-2 cup cold mashed potatoes, hominy grits or rice
1 egg
1 teaspoon *Gebhardt's Eagle Chili Powder*

Mix these together thoroughly, then make in little cakes. The easiest way to do this is to take a spoonful, make it in a ball, shape, then pat it about 1-2 inch thick. Brown in skillet with hot fat. Put in a platter and pour over sauce made with---

1 cup tomatoes (canned or chopped)
2 tablespoons flour
3 tablespoons butter
2 tablespoons minced onion
1 tablespoon salt
1 teaspoon *Gebhardt's Eagle Chili Powder*

Blend flour and butter. Add other ingredients and cook 5 minutes over direct heat, and 15 minutes over boiling water.

¶ The rich vegetable oil to which *Gebhardt's Eagle Chili Powder* owes its flavor, adds a richness to "left over" dishes that no other seasoning can. You will be delighted with this flavor ---it's only mildly hot.

Gebhardt's

EL GALLO

An Unusual Dinner
(for small number)

+ Steak with Oysters,
Sano-Narina Style

Baked Potatoes in Half-Shell

Creamed Onions

Waldorf Salad

Pumpkin Tarts with Whipped Cream

Coffee

+ *Steak with Oysters*
Sano-Narina Style

Sirloin Steak (1 to 1 1-2 inches thick)
Oysters (pint or more according to size)
3 tablespoons lemon juice
3 tablespoons butter
1 teaspoon *Gebhardt's Eagle Chili Powder*
2 teaspoons salt
1-2 cup boiling water
2 tablespoons minced parsley

Broil the steak about 15 minutes. Put the drained oysters in a cooking pan and stir over direct heat to start the juices. Spread these oysters over the top of the steak, then pour over the sauce made by blending the butter, salt, *Gebhardt's Eagle Chili Powder*, boiling water and parsley. Bake in a hot oven 15 minutes and serve immediately.

¶ The perfect blending of the carefully selected chili and spices in *Gebhardt's Eagle Chili Powder*, gives an appetizing flavor, unknown in any other seasoning. It's only mildly hot.

Gebhardt's

A Favorite Meal of the Southwest

† Hot Tamale Pie

Rice with Cheese

Head Lettuce and Tomato Salad

Dills or Olives

Cherry Tarts

Coffee

Hot Tamale Pie

2 cups ground cooked meat
1-2 small garlic clove, minced
1 tablespoon *Gebhardt's Eagle Chili Powder*
Salt
1 1-2 cups gravy or meat stock
1 quart cooked mush, very stiff

The meat from a cold roast is good for this. Mix with the gravy (or meat stock made by dissolving beef extract in hot water) the *Gebhardt's Eagle Chili Powder*, salt and garlic. Line a baking bowl---sides and bottom with the cold mush. Fill with meat mixture, then put mush over the top in broken pieces. Bake from 20 to 30 minutes in hot oven. Serve from baker.

¶ This one dish is a whole meal. The appetizing flavor given these ordinary foods, by *Gebhardt's Eagle Chili Powder* is a pleasing surprise for the most jaded appetite. It will always be a favorite once tried.

Gebhardt's

Gebhardt's Tamales

Possibly no single Mexican dish is as universally liked by Americans as are Tamales. Yet, no Mexican dish is as difficult to prepare as this unique and appetizingly blended combination of flavored foods.

Gebhardt's Eagle Tamales, like other *Gebhardt* products are prepared by Mexican chefs in the big, sun-lit, white tiled *Gebhardt* kitchens. Only choice Government inspected meats are used. The dough is made of genuine Masa ---a meal made by grinding lye hominy. The whole is seasoned to a delicious tang with *Eagle Chili Powder* and then wrapped in corn shucks which have been carefully hand selected and thoroughly scalded.

Over the Tamales is poured a rich, highly seasoned chili gravy which keeps them moist so that after heating full twenty minutes in the can before opening you have ready to serve a Tamale that is equal in flavor and taste to any served in the most exclusive cafe in Mexico City.

Gebhardt's Chili con Carne

A delightful combination of good foods and pleasing flavor that once tried is always enjoyed. *Gebhardt's* is *real* Chili con Carne, made after the original Mexican recipe.

Fine, juicy beef, Government inspected and *Gebhardt* selected. Fat, mealy beans---the pride of the Estancia Valley. Rich, red gravy filled with nourishment and flavor from the meat and beans. Genuine Mexican peppers and spices in just the right amount to give piquant tang and zest different from any other food.

The combination of these to make *real* Chili con Carne is the *Gebhardt* secret---long sought but never achieved by imitators. It's quality and flavor is only equalled by its purity.

Real Chili con Carne, pure and delicious, nourishing and substantial, is a food treat you will always enjoy if you like good things to eat.

MEXICAN POLICEMAN

A Good Dinner

§ Pork Chops---Fricassee
(Mexican)

+ Frijoles
(Gebhardt's Eagle Brand, ready prepared)

Lettuce and Tomato Salad

Corn Bread Bread

Baked Apples

Coffee Nuts

+ *Frijoles---*

(Gebhardt Eagle Brand, ready prepared)

Use only *Gebhardt's Eagle Brand Frijoles.* There is an illusive piquancy about this dish that is hard for anyone but *real* Mexican cooks to produce. Prepared by experts in the wonderful *Gebhardt* kitchens, *real* Mexican flavor is held in this superior product when it comes to your table steaming, ready to serve.

§ *Pork Chops---Fricassee (Mexican)*

Roll chops in flour and brown in hot fat. Add 3 tablespoons more of flour with 1 tablespoon *Gebhardt's Eagle Chili Powder* and enough water to cover. Simmer for one hour. A delightful dish.

Gebhardt's

A BIT OF CUERNAVACA

A New Luncheon Menu

† Mexican Baked Beans

Spiced Carrots Olives

Lettuce and Tomato Salad

Corn Bread Butter

Pineapple Whip Coffee

Nuts

† Mexican Baked Beans

2 cups white beans, carefully selected.
1 cup molasses
1-2 cup sugar
1 teaspoon salt
1-2 pound salt pork (cut in small pieces)
4 teaspoons *Gebhardt's Eagle Chili Powder*

Soak beans overnight in cold water. Drain, add fresh water and cook at boiling point until, on removing a few and cooling in a spoon, they burst slightly. Drain and put in a baking dish or 2-quart crock. Mix all the other ingredients with enough water to cover the beans in the baking dish. Bake covered for two or more hours, then uncovered for two hours, adding more water to keep from drying, and as they brown, turn top under to brown evenly through and through.

¶ You will agree that "Mexican Baked Beans" are worlds better than "Boston Baked Beans" when you try this recipe. *Gebhardt's Eagle Chili Powder* gives a richness in flavor that no other seasoning can.

Gebhardt's

HAULING CHILI
TO MARKET

A Good Luncheon New to Many

Cream of Pea Soup

\+ Spanish Omelet

Spaghetti
(Gebhardt's Eagle Brand, ready prepared)

Rice Muffins Butter

Fruits Nuts

Coffee

\+ *Spanish Omelet (serve four)*

1 4-egg omelet
Make plain omelet, then just before serving you pour this sauce, over it.

2 cups tomato
2 tablespoons minced onion
1 green pepper, cut fine
1 tablespoon flour
2 teaspoons *Gebhardt's Eagle Chili Powder*
2 tablespoons butter
1-2 teaspoon salt

Heat butter; brown minced onion in it, then add *Gebhardt's Eagle Brand Chili Powder*, the green pepper, the flour and tomato. Salt and cook, simmering about 10 minutes. Pour over the omelet.

¶ Spanish Omelet is one of the favorite dishes of the Southwest, but now that *Gebhardt's Eagle Chili Powder* has captured that real Mexican tang, and sends it to you in bottles convenient to use, any family anywhere may enjoy this delightful dish.

Gebhardt's

A Perfect Combination of Food Flavors

Cream of Tomato Soup

\+ Ham---Mexican Style

Baked Potatoes

Buttered Onions

Apple-Nut-Celery Salad

Tart Jelly

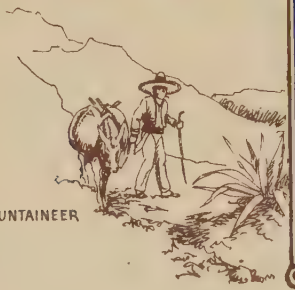
Frozen Dessert Cake

Ham---Mexican Style

Ham (either 1 whole or 5 pound chunk)
1-2 cup sugar (for small chunk)
1 tablespoon *Gebhardt's Eagle Chili Powder*

Dissolve sugar and *Gebhardt's Eagle Chili Powder* in cold water, enough to cover ham. Soak over night. Next morning simmer in covered vessel in same water allowing 20 minutes to the pound. Remove to open baker and bake 30 minutes to brown outside.

¶ Ham cooked Mexican Style is undoubtedly "ham at its best." *Gebhardt's Eagle Chili Powder* gives it a wonderful flavor. You will never regret trying this method of cooking ham.



A MOUNTAINEER

A Real Treat

Baked Chicken

§ Oyster Dressing

† Rice with Chili

(Gebhardt's Eagle Brand, ready prepared)

Peas and Carrots in Cream Sauce

Fruit Salad

Biscuits Butter Jelly

Frozen Dessert

Coffee Nuts

§ *Oyster Dressing*

1 pint oysters
1 cup bread crumbs
1 cup chopped celery
1-4 cup melted butter
1 teaspoon salt
1 teaspoon *Gebhardt's Eagle Chili Powder*

Blend salt and *Gebhardt's Eagle Chili Powder* with melted butter. Mix with all other ingredients. Fill cavity of chicken with the stuffing, and bake until chicken is tender.

¶ That one spoonful of *Gebhardt's Eagle Chili Powder* gives enough of that popular Mexican tang to make a delightful seasoning for stuffing of any sort.

† *Rice with Chili*

(Gebhardt's Eagle Brand, ready prepared)

Thoroughly cooked, properly seasoned, this rice with chili is one of the best dishes to serve in any meat combination. Only a skilled Mexican cook can get the flavor of this splendid dish. Serve it as a vegetable. It is extraordinarily good.

Gebhardt's

GATHERING SAP FOR MAKING PULQUE

Wherever You Live You Will Enjoy This Typical Mexican Dinner

Broiled Steak

§ Butter--Chili--Parsley Sauce

Rice

Gebhardt's Eagle Brand

Baked Onions

* Mexican Salad

+ Tortillas (*Mexican Bread*) Butter

Fruit Pie

Coffee Nuts

Butter--Chili--Parsley Sauce

Blend 1 teaspoon *Gebhardt's Eagle Chili Powder* with 1 tablespoon of butter and spread over the hot steak, just before serving. Sprinkle minced parsley over top.

* *Mexican Salad*

3 large green sweet peppers
1 medium onion
4 medium ripe tomatoes
4 slices ripe bacon
1-2 cup vinegar
1 teaspoon *Gebhardt's Eagle Chili Powder*

Cut vegetables in small chunks and mix. Cut bacon in small strips and cook crisp in hot skillet. Stir in *Gebhardt's Eagle Chili Powder* and add the vinegar. As it boils up, pour over the vegetables. Put on lettuce on salad plates and serve.

+ *Tortillas (The National Bread of Mexico)*

1 cup corn meal
1 teaspoon salt
1 cup boiling water

Stir the boiling water in meal. When very heavy, take portions out in the hand, make in flat cakes, and bake on dry iron, turning as it browns.

Gebhardt's Mexican Style Beans

Big, mealy beans--the pride of the Estancia Valley, cooked to a delicious tenderness and covered with a rich, red chili gravy--as nourishing and substantial food as is possible to be found.

Gebhardt's Mexican Style Beans are prepared under the same rigid inspection as all other *Gebhardt* products. The beans are carefully graded for size and are hand picked. Every care is exercised in their preparation and they measure up in every way to other *Gebhardt* products.

Cooked under pressure at a high degree of heat in the finest and cleanest kitchens in the world; seasoned after the Mexican style by expert chefs, *Gebhardt's* Mexican Style Beans offer the American housewife a deliciously different and tempting dish with which to vary the every day menu.

A VILLAGE BELLE

Breakfast, With a Flavor From Old Mexico

Fresh Fruit

\+ Bacon and Eggs
Mexican Style

Rice Muffins

Coffee

Bacon and Eggs, Mexican Style

Lean bacon, sliced thin
Fresh eggs
1-2 teaspoon *Gebhardt's Eagle Chili Powder*
Salt

Have the skillet hot. Lay in slices of bacon. If possible, slip the skillet under the broiler flame or in a hot oven to crisp the bacon. It will cook more evenly this way. When cooked as liked, remove to warmed platter. Stir *Gebhardt's Eagle Chili Powder* in the hot fat, then drop in the eggs. Place a tight fitting lid over the skillet and cook until eggs are of the hardness liked. The steam cooks the tops to a clear, pearly whiteness.

¶ The deliciousness of these eggs cannot be described. The mild, piquant flavor, added by *Gebhardt's Eagle Chili Powder*, is a *real* flavor from Old Mexico.

Try This Typical Spanish Luncheon

+ Caracas Eggs

Rice
(Gebhardt's Eagle Brand, ready prepared)

* Tortillas Butter

Coffee

Nuts

+ *Caracas Eggs (Serve 4 or 6)*

3 eggs
2 ounces dried beef
1-4 pound mild cream cheese
1 cup tomatoes
2 tablespoons butter
1 teaspoon *Gebhardt's Eagle Chili Powder*

Shred the chipped beef, quite fine. Heat butter in skillet, then crisp and brown the dried beef in the hot butter. Add to this the *Gebhardt's Eagle Chili Powder*, the grated cheese and the tomatoes. When simmering, stir in the beaten eggs. Cook only until egg sets, something like scrambled eggs. Serve hot.

¶ This is a most excellent luncheon dish. It is easy to prepare and when seasoned with *Gebhardt's Eagle Chili Powder* has a deliciousness hard to describe. It's the unusual vegetable oil in the specially grown peppers that makes this seasoning the only preparation which gives that real Mexican tang.

* Tortilla Recipe on Page 23

GRINDING CORN

You Get That Real Mexican Tang In This Luncheon

Cold Boiled Ham

Beans
(Gebhardt's Eagle Brand, ready prepared)

† Potato Salad
(Mexican Style)

* Tortillas Butter

Raisins Nuts

Coffee

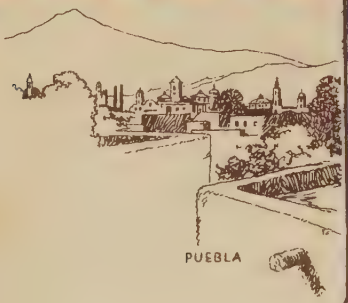
Potato Salad (Serve six)

2 cups cold boiled potatoes, diced
1-4 cup minced sweet onion
4 slices bacon
3-4 cup vinegar
1 teaspoon *Gebhardt's Eagle Chili Powder*

Mix diced potatoes and minced onions. Cut the bacon in threadlike strips and cook until crisp. Stir *Gebhardt's Eagle Chili Powder* in the hot fat, then add the vinegar and water. When it boils up once, pour it over the potato mixture.

¶ In *Gebhardt's Eagle Chili Powder* only genuine Mexican Chili Peppers, grown especially for this purpose, are used. It is largely due to the use of this pure, high quality ingredient that Mexican people owe their wonderful digestion and consequent longevity.

* Tortilla Recipe on Page 23



A One-Dish Meal

(Easy to Prepare---inexpensive)

† Mexican Stew

Spaghetti
(Gebhardt's Eagle Brand)

Tart Meat Relish

Drink

Fruit · Dessert

† *Mexican Stew*

2 pounds neck meat (in small chunks)
1-2 cup suet
1-2 cup flour
1 tablespoon *Gebhardt's Eagle Chili Powder*
1 small garlic clove (finely minced)
1 teaspoon salt
2 quarts cold water
4 average sized potatoes (quartered)
4 large carrots (quartered)
6 or 8 small onions

Roll meat chunks in flour, then brown in the hot suet in deep kettle. Add cold water, *Gebhardt's Eagle Chili Powder*, salt and cook until meat seems tender. Add onions and in about 20 minutes the potatoes and carrots. Cook until vegetables are well done and gravy is heavy.

¶ The piquant flavor given to this stew by the addition of *Gebhardt's Eagle Chili Powder* makes it the best of any recipe.

Gebhardt's

FRUIT SELLER

A Meal All Enjoy

+ Chops, Salsa con Chili

Buttered Carrots

§ Mexican Bean Salad

Bread Fig Preserves

Apple Pie

Drink Salted Peanuts

+ *Chops, Salsa con Chili*

Chops (one or two to the person)
Garlic clove
Tomatoes (canned or fresh)
Gebhardt's Eagle Chili Powder

Order pork chops 3-4 inch thick. Mince the end of a garlic clove and rub over each chop. Sprinkle with the salt (measure out 1 teaspoonful to the pound, and use in proportion.) Roll each chop in flour and brown in hot fat in skillet. When browned on both sides, add canned or crushed tomatoes to cover, with from one to two teaspoons of *Gebhardt's Eagle Chili Powder* (according to amount cooked---1 teaspoon to four chops). Cover and simmer 1 hour.

¶ The rich, delicious gravy, mildly flavored with *Gebhardt's Eagle Chili Powder*, gives a real Mexican tang to an otherwise plain meal.

§ *Mexican Bean Salad*

1 can *Gebhardt's* Mexican Beans
1 cup chopped celery
1 tablespoon minced onion
Chopped nuts
Lemon juice

Mix these ingredients with the ready-prepared *Gebhardt's* Mexican Beans, adding lemon juice to taste. Serve with lettuce. A most excellent salad.

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Miscellaneous Recipes

Some Delicious Recipes
With That Real Mexican Tang

Oyster Cocktail Sauce

1-2 cup catsup
1 tablespoon horse-radish
1 tablespoon lemon juice
1-2 teaspoon salt
4 drops *Gebhardt's Eagle Chili Powder*

Blend *Gebhardt's Eagle Chili Powder* with lemon juice, then mix all other ingredients. Chill before adding oysters.

Mayonnaise

(about one pint)
1 whole egg
1 1-2 cups oil
1 teaspoon salt
2 tablespoons vinegar or lemon juice
2 teaspoon *Gebhardt's Eagle Chili Powder*

Use wheel beater and bowl tapering to small bottom. This shape holds the emulsion better. Drop in whole egg and 1-2 cup oil and the vinegar. When thick add rest of oil and the seasonings, beating well. Put on ice before using. Any of the vegetable salad oils are good. Many insist that pure olive oil makes the very best.

The Famous Gebhardt Toyah Salad

Two cans of *Gebhardt's Deviled Sandwich Spread Pâtés*, four cups of chopped celery, one small green pepper, three small pickles (sweet.) Cut celery, pickles and pepper into cubes; mix all thoroughly with any good salad dressing. Serve on lettuce leaf or cut top off of one dozen small sized tomatoes, remove pulp, fill with above mixture, arrange on a crisp lettuce leaf and garnish with parsley or radishes.

Tartar Sauce

Especially fine for fish
1-2 cup mayonnaise
4 tablespoons chopped olives
1 tablespoon capers
1 tablespoon minced parsley
2 tablespoons diced sweet pickle
1 tablespoon diced onion
1 tablespoon *Gebhardt's Eagle Chili Powder*

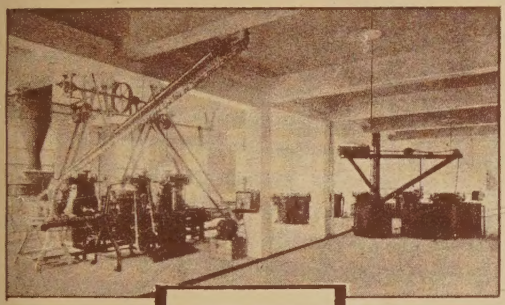
Blend *Gebhardt's Eagle Chili Powder* with a small amount of the mayonnaise first, then add the whole amount. Mix in all other ingredients and set on ice ready to serve. Usually one tablespoonful with each serving of fish, no matter how cooked, is a welcome relish.

Tomato Sauce con Chili

(for chops, fish, steaks, etc.)
2 cups tomato juice with pulp
1 small onion, ground
1 green sweet pepper ground
2 tablespoons butter
2 tablespoons flour
1 teaspoon salt
2 teaspoons *Gebhardt's Eagle Chili Powder*

Blend butter, flour and *Gebharbt's Eagle Chili Powder*. Melt, then add other ingredients and simmer 20 minutes, stirring occasionally to cook smooth.

The Gebhardt Kitchens

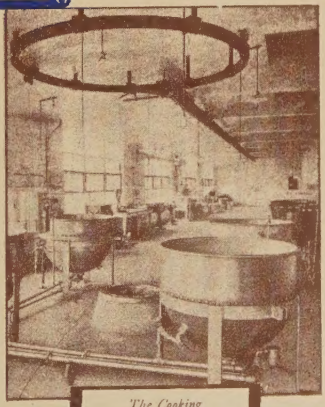


Packing and Sterilizing
Spotlessly clean.
Abundant fresh air
and sunshine.

Tested and Approved by the Good Housekeeping Bureau of Foods, Sanitation and Health
Conducted by 2929 Good Housekeeping Magazine

Gebhardt products have passed the rigorous and highly exacting tests for purity, truth in advertising and other publicity, sanitary packaging, as well as other consumer safeguards, entitling the use of the seal of approval of the Good Housekeeping Bureau of Foods, Sanitation and Health.

The *Gebhardt* kitchens are among the finest in America from a standpoint of cleanliness, sanitation, fresh air and efficiency. No expense or trouble is spared to keep them spotless. Every day boiling water and live hot steam are applied to every nook and corner, every machine and tool being subjected to thorough cleansing. All foods are prepared under the direction of experienced Mexican chefs and packed by white clad daughters of Mexico under the rigid supervision of a U. S. Government inspector.



The Cooking
Glistening Copper
and aluminum kettles
in a clean, sunlit,
white tiled kitchen.

Gebhardt's

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Gebhardt's Spaghetti and Chili

Spaghetti! The Italian dish prepared and seasoned after the Mexican style, in the famous *Gebhardt* way for the tables of American homes.

Genuine Italian Spaghetti with just enough Chili con Carne to make the flavor, a dash of imported Parmesan Cheese to add the proper tang, the whole cooked to a deliciousness that offers a pleasant surprise to the most jaded appetite.

Here indeed is a new and tempting dish prepared with the same care as all other *Gebhardt* products.

Until you have tasted this ready prepared Spaghetti and Chili you have no idea of the downright goodness of this famous dish with the added Mexican flavor and tang.

WILLETT LITHOGRAPHING CO.
ST. LOUIS, U.S.A.

Gebhardt's

PRICE
$1.00

ORIGINAL
MEXICAN DINNER PACKAGE

An unusual and appetizing, ready-prepared Mexican Dinner or Luncheon for five persons. Packed in a beautifully colored souvenir box. Menu suggesting service enclosed. Makes a pleasing and appreciated gift to family or friends. At your dealers or direct to you by mail post paid —One Dollar.

Gebhardt's Original Mexican Dinner Package contains the following *Gebhardt* products, all of which are illustrated in this booklet.

	Retail price
1 can Chili con Carne	20c
1 can Mexican Style Beans	10c
1 can shuck-wrapped Tamales	25c
2 cans Deviled Sandwich Spread Pâtés	30c
1 bottle Eagle Chili Powder	15c
Total retail value	$1.00

Gebhardt Chili Powder Company---110 Frio Street---San Antonio, Texas

W8-CFP-463